



University of
New Haven

American Business Review

Volume 23 | Number 1

Article 1

5-2020

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Kamal P. Upadhyaya
University of New Haven

Subroto Roy
University of New Haven

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Recommended Citation

Upadhyaya, Kamal P. and Roy, Subroto (2020) "Relaunching ABR in the Midst of a Global Pandemic: Highlights of Vol. 23 (No. 1)," *American Business Review*. Vol. 23 : No. 1 , Article 1.

DOI: <https://doi.org/10.37625/abr.23.1.1-2>

Available at: <https://digitalcommons.newhaven.edu/americanbusinessreview/vol23/iss1/1>

Relaunching ABR in the Midst of a Global Pandemic: Highlights of Vol. 23 (No. 1)

American Business Review
May 2020, Vol.23(1) 1 - 2
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ISSN: 2689-8810 (Online)
ISSN: 0743-2348 (Print)

Kamal P. Upadhyaya^a and Subroto Roy^b

<https://doi.org/10.37625/abr.23.1.1-2>

We relaunched the all-digital American Business Review (ABR) in Fall 2019. Little did we imagine that COVID-19 would appear in Spring 2020 and disrupt life all over the globe.

All three audiences of ABR viz. Businesses, Business Students and Business Faculty have had to scramble over the last few months. Businesses that we research, teach and learn about as Business Professors and Students had the most difficult time of all with the global lockdowns. Essential businesses including food, medicine, sanitation and their supply chains and distribution channels had to keep working somehow-*anyhow*. Along with essential services were our lifesavers including medical, emergency, and national security personnel globally who continued to work at great personal health risk. Those businesses that were not considered essential had to shut down for public health and safety. In the process, all businesses had to suffer great losses. We at ABR recognize and salute you all for your great contribution during this global health crisis.

Business students, in the US had to leave campus and continue studies online and at very short notice. Similarly, business faculty had to move face-to-face classes online overnight as campuses went into lockdown.

Against this challenging backdrop our review board and referees did an outstanding job of providing knowledgeable and constructive reviews to our authors. Our author/s responded to reviewer comments in great detail and the joint efforts of reviewers resulted in the issue that is before you.

In these trying times we are proud to present the ABR Vol. 23 No. (1).

In keeping with the mission of ABR as a broad based business journal we have tried to include an eclectic mix of articles from different sub-fields of business including Accounting, Economics, Finance, International Business, Management, Marketing etc.

Here are highlights of the articles in this issue:

Mixon and Gomez-Meija take us back to the second world war to explore social dynamics and tournament theory. They present their work in a highly readable narrative form.

^a Editor, American Business Review; Pompea College of Business, University of New Haven, West Haven, CT (KUpadhyaya@newhaven.edu)

^b Editor, American Business Review; Pompea College of Business, University of New Haven, West Haven, CT (SRoy@newhaven.edu)

Jiang and Zhao turn to disruptive innovation and the role of foreignness in MNE performance. Using institutional anomie theory, they present a conceptual model of the role of foreignness which has been traditionally seen as negative. The authors argue that in certain conditions foreignness can be an advantage in MNE performance.

Although the tax date has been extended in the US due to COVID-19, Tax is the subject of the next article. Cebula empirically explores the relative tax hypotheses in US financial markets. Through empirical data Cebula provides a fascinating link between tax evasion and US treasury bonds.

Moving to price discovery in agricultural commodities Shrestha, Subramaniam, and Thiagarajan discover an interesting insight about cocoa. They conclude that price discovery for cocoa takes place in spot markets compared to futures market. However, in other commodities price discovery seems to happen more via futures markets.

While shopping malls are gradually re-opening after COVID-19 the next article has suggestions for Mall managers at smaller towns in India. Gupta, Mishra and Tandon underscore the importance of what an attractive customer experience means to the mall shopper.

Staying with brick retail who are in an existential crisis after COVID-19 Bandyopadhyay explores crowding and its impact on shopping. Although the study uses data prior to the pandemic, we all would have mixed responses to crowding including the fear of missing out vs giving crowds amiss. In the near term as brick retailers grapple with getting customers to come back, Bandyopadhyay offers important insights.

The next article by Mishra, Raj and Pani studies Construal Level Theory (CLT) in social psychology to identify influential themes that impact our understanding of consumer behavior. Their analysis reveals how some authors, journals and departments are able to collaborate and thus produce influential research.

CEO's are challenged to keep up with STEM workforce that is critical in an increasingly technological business environment. The authors Zaza, Abston, Arik, Geho and Sanchez interview CEO's in Georgia to find that CEOs are looking at society including parents, educators, community and government to motivate students from childhood into highly needed STEM roles.

Finally, Tian, Prybutok, Mirzaei and Dinulescu explore what would make millennials adopt insurance telematics that is allow insurance phone apps to track their driving behavior. Spanning multiple issues including privacy and innovation adoption it is an encouraging article that hopefully heralds a *lockdown lifted* world where all are allowed to drive.

We wish you a safe and healthy summer as the world gradually lifts the coronavirus lockdowns. We trust you will enjoy ABR and continue to submit your best work to ABR.